

Rep Order# 9795153 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 50870

Printed: 09/18/2012 3:04 PM
Last Received: 09/18/2012 2:43 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

50870
Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOT ADDED AS MKGD FROM PREV SKED. PLS
CNF

was 71,365
+ 350 from 50869
71,915
9795152

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|---------------|-------|-----------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *74 | SA | 7P-8P | CRIMETIME | :30 | \$350.00 | 09/22-09/22 | 1 | 1 | 1 | \$350.00 | |
| | | Sales Remark: | | V5 ADD | | | | | | | | |
| | | V5 Added | | | | | | | | | | |

P2

---REPORT TOTALS---

Report Totals: 1 / \$350.00

---SALES MONTHLY TOTALS---

Sep 12: 131 / \$71,915.00
Sales Totals: 131 / \$71,915.00
Station Totals: 131 / \$71,915.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|-----|------|-----|------|----|------|-----|------|-----|
| Market Totals | \$276,596 | CABL | 0% | EKRC | 1% | UNKN | 0% | WBQC | 0% | WCPO | 26% |
| | | WKRC | 26% | WLWT | 35% | WSTR | 2% | WXIX | 10% | | |

Books null
Demos RA35+

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2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Williams, Lynda

From: Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]

Sent: Tuesday, September 18, 2012 3:07 PM

To: Williams, Lynda

Subject: RE: obama order

yes that's fine

Alexandra Keller

Senior Account Executive

Millennium Sales-DC

p. (202) 955-5342

f. (202) 955-5348

alexandra.bradley@msmtvsales.com

From: Williams, Lynda [mailto:lwilliams@local12.com]

Sent: Tuesday, September 18, 2012 3:06 PM

To: Bradley, Alexandra

Cc: Connell II, Jim

Subject: obama order

On Obama 9795153 mg line 74 you list crimetype as the show, but the show is ET weekend. OK to air?

Lynda Williams

Local 12/CIN CW

National Sales Assistant

p 513/763-5507

f 513/763-5562

LWilliams@local12.com

9/18/2012

Spot Manager: All, 09/18/12-09/24/12



| Date | We | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|----|------------|--------|----------|---------|------------------------|-------------------------|---------------------------|------------|----------|--------|-------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 50870 | | | | | | | | | | | | |
| Line: 1 | | | | | | | | | | | | |
| 09/19/12 day | | 5:20:41 AM | :30 | \$110.00 | | 5a Good Morn Cincinnat | (5:00:00 AM-5:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 2 | MWASH |
| 09/21/12 day | | 5:27:58 AM | :30 | \$110.00 | | 5a Good Morn Cincinnat | (5:00:00 AM-5:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 2 | | | | | | | | | | | | |
| 09/18/12 day | | 5:35:35 AM | :30 | \$110.00 | OFA-12- | 5a Good Morn Cincinnat | (5:30:00 AM-6:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 2 | MWASH |
| 09/24/12 day | | 5:42:52 AM | :30 | \$110.00 | | 5a Good Morn Cincinnat | (5:30:00 AM-6:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 3 | | | | | | | | | | | | |
| 09/20/12 day | | 6:28:29 AM | :30 | \$450.00 | | 6a Good Morn Cincinnat | (6:00:00 AM-6:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/21/12 day | | 6:05:26 AM | :30 | \$450.00 | | 6a Good Morn Cincinnat | (6:00:00 AM-6:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| 09/24/12 day | | 6:29:14 AM | :30 | \$450.00 | | 6a Good Morn Cincinnat | (6:00:00 AM-6:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| | | | | | | | | | | | 3 | |
| Line: 4 | | | | | | | | | | | | |
| 09/19/12 day | | 6:52:07 AM | :30 | \$450.00 | | 6a Good Morn Cincinnat | (6:30:00 AM-7:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/24/12 day | | 6:50:52 AM | :30 | \$450.00 | | 6a Good Morn Cincinnat | (6:30:00 AM-7:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 5 | | | | | | | | | | | | |
| 09/18/12 day | | 6:58:55 AM | :30 | \$225.00 | OFA-12- | CBS This Morning | (7:00:00 AM-7:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| 09/19/12 day | | 7:29:26 AM | :30 | \$225.00 | | CBS This Morning | (7:00:00 AM-7:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/24/12 day | | 7:18:20 AM | :30 | \$225.00 | | CBS This Morning | (7:00:00 AM-7:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| | | | | | | | | | | | 3 | |
| Line: 6 | | | | | | | | | | | | |
| 09/20/12 day | | 7:59:26 AM | :30 | \$225.00 | | CBS This Morning | (7:30:00 AM-8:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/24/12 day | | 7:58:56 AM | :30 | \$225.00 | | CBS This Morning | (7:30:00 AM-8:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 7 | | | | | | | | | | | | |
| 09/18/12 day | | 8:18:30 AM | :30 | \$225.00 | OFA-12- | CBS This Morning | (8:00:00 AM-8:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/19/12 day | | 8:23:00 AM | :30 | \$225.00 | | CBS This Morning | (8:00:00 AM-8:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/20/12 day | | 8:19:00 AM | :30 | \$225.00 | | CBS This Morning | (8:00:00 AM-8:30:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| | | | | | | | | | | | 3 | |
| Line: 8 | | | | | | | | | | | | |
| 09/19/12 day | | 8:59:26 AM | :30 | \$125.00 | | CBS This Morning | (8:30:00 AM-9:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 2 | MWASH |
| 09/20/12 day | | 8:44:40 AM | :30 | \$125.00 | | CBS This Morning | (8:30:00 AM-9:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| | | | | | | | | | | | 2 | |
| Line: 9 | | | | | | | | | | | | |
| 09/18/12 day | | 4:45:43 XM | :30 | \$25.00 | OFA-12- | 430-5a News | 4:30 AM-5:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| 09/20/12 day | | 4:37:27 XM | :30 | \$25.00 | | 430-5a News | 4:30 AM-5:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 3 | MWASH |
| 09/24/12 day | | 4:30:21 XM | :30 | \$25.00 | | 430-5a News | 4:30 AM-5:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 2 | MWASH |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



| Date | We | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|-----|-------------|--------|----------|---------|------------------------|-------------------------|---------------------------|------------|----------|--------|-------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 50870 | | | | | | | | | | | | |
| Line: 9 | | | | | | | | | | | | |
| | | | | | | | | | | | 3 | |
| Line: 10 | | | | | | | | | | | | |
| 09/22/12 | day | 6:41:15 AM | :30 | \$125.00 | | 6a-8a News BB | (6:30:00 AM-7:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 11 | | | | | | | | | | | | |
| 09/22/12 | day | 7:31:32 AM | :30 | \$125.00 | | 6a-8a Local 12 News Sa | (7:30:00 AM-8:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 12 | | | | | | | | | | | | |
| 09/22/12 | day | 8:40:30 AM | :30 | \$350.00 | | CBS This Morning Satur | (8:30:00 AM-9:00:00 AM) | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 13 | | | | | | | | | | | | |
| 09/23/12 | day | 4:44:33 XM | :30 | \$25.00 | | 430-5a News | 4:30 AM-5:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 14 | | | | | | | | | | | | |
| 09/18/12 | day | 9:33:50 AM | :30 | \$100.00 | OFA-12- | M-F 9a-10a | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| 09/19/12 | day | 9:51:00 AM | :30 | \$100.00 | | M-F 9a-10a | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 2 | MWASH |
| 09/21/12 | day | 9:58:26 AM | :30 | \$100.00 | | M-F 9a-10a | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 3 | MWASH |
| 09/24/12 | day | 9:25:10 AM | :30 | \$100.00 | | M-F 9a-10a | 9:00 AM-10:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 4 | MWASH |
| | | | | | | | | | | | 4 | |
| Line: 15 | | | | | | | | | | | | |
| 09/18/12 | day | 10:41:30 AM | :30 | \$100.00 | OFA-12- | M-F 10a-11a | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| 09/19/12 | day | 10:15:55 AM | :30 | \$100.00 | | M-F 10a-11a | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 3 | MWASH |
| 09/20/12 | day | 10:14:25 AM | :30 | \$100.00 | | M-F 10a-11a | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 4 | MWASH |
| 09/24/12 | day | 10:33:35 AM | :30 | \$100.00 | | M-F 10a-11a | 10:00 AM-11:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 2 | MWASH |
| | | | | | | | | | | | 4 | |
| Line: 16 | | | | | | | | | | | | |
| 09/18/12 | day | 11:28:41 AM | :30 | \$450.00 | OFA-12- | The Price is Right | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/20/12 | day | 10:58:56 AM | :30 | \$450.00 | | The Price is Right | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 4 | MWASH |
| 09/21/12 | day | 10:58:26 AM | :30 | \$450.00 | | The Price is Right | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| 09/24/12 | day | 10:58:26 AM | :30 | \$450.00 | | The Price is Right | 11:00 AM-12:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 4 | |
| Line: 17 | | | | | | | | | | | | |
| 09/18/12 | day | 12:02:57 PM | :30 | \$500.00 | OFA-12- | Local 12 News at Noon | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/19/12 | day | 12:03:16 PM | :30 | \$500.00 | | Local 12 News at Noon | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| 09/20/12 | day | 12:21:28 PM | :30 | \$500.00 | | Local 12 News at Noon | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/21/12 | day | 12:16:08 PM | :30 | \$500.00 | | Local 12 News at Noon | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 4 | MWASH |
| 09/24/12 | day | 12:28:46 PM | :30 | \$500.00 | | Local 12 News at Noon | 12:00 PM-12:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 5 | MWASH |
| | | | | | | | | | | | 5 | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



| Date | Week | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|------|-------------|--------|----------|---------|------------------------|------------------------|---------------------------|------------|----------|--------|-------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 50870 | | | | | | | | | | | | |
| Line: 18 | | | | | | | | | | | | |
| 09/18/12 day | | 12:58:41 PM | :30 | \$400.00 | OFA-12- | Young & the Restless | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/19/12 day | | 1:28:41 PM | :30 | \$400.00 | | Young & the Restless | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/20/12 day | | | :30 | \$400.00 | | Young & the Restless | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 5 | MWASH |
| 09/21/12 day | | 12:59:11 PM | :30 | \$400.00 | | Young & the Restless | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 4 | MWASH |
| 09/24/12 day | | 12:59:26 PM | :30 | \$400.00 | | Young & the Restless | 12:30 PM-1:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 19 | | | | | | | | | | | | |
| 09/18/12 day | | 1:59:11 PM | :30 | \$400.00 | OFA-12- | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/19/12 day | | 1:59:11 PM | :30 | \$400.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| 09/20/12 day | | 1:59:11 PM | :30 | \$400.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 5 | MWASH |
| 09/21/12 day | | 1:59:11 PM | :30 | \$400.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 4 | MWASH |
| 09/24/12 day | | 1:59:11 PM | :30 | \$400.00 | | Bold & the Beautiful | 1:30 PM-2:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 20 | | | | | | | | | | | | |
| 09/19/12 day | | 2:59:11 PM | :30 | \$350.00 | | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 4 | MWASH |
| 09/20/12 day | | 2:28:41 PM | :30 | \$350.00 | | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/21/12 day | | 2:59:11 PM | :30 | \$350.00 | | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/24/12 day | | 2:29:21 PM | :30 | \$350.00 | | The Talk | 2:00 PM-3:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| | | | | | | | | | | | 4 | |
| Line: 21 | | | | | | | | | | | | |
| 09/22/12 day | | 9:58:56 AM | :30 | \$350.00 | | CBS This Morning Satur | (9:30:00 AM-10:00:00 / | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 22 | | | | | | | | | | | | |
| 09/23/12 day | | 9:18:15 AM | :30 | \$450.00 | | CBS Sun Morning | (9:00:00 AM-9:30:00 A | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 23 | | | | | | | | | | | | |
| 09/23/12 day | | 9:36:00 AM | :30 | \$450.00 | | CBS Sun Morning | (9:30:00 AM-10:00:00 / | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 24 | | | | | | | | | | | | |
| 09/23/12 day | | 10:11:04 AM | :30 | \$450.00 | | CBS Sun Morning | (10:00:00 AM-10:30:00 | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 25 | | | | | | | | | | | | |
| 09/23/12 day | | 10:58:46 AM | :30 | \$400.00 | | Face the Nation | 10:30 AM-11:00 AM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 26 | | | | | | | | | | | | |
| 09/23/12 day | | 11:29:26 AM | :30 | \$100.00 | | Newsmakers | 11:00 AM-11:30 AM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 27 | | | | | | | | | | | | |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



| Date | Week | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|------|------------|--------|----------|---------|-------------------------|-------------------------|---------------------------|------------|----------|------------|-------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 50870 | | | | | | | | | | | | |
| Line: 27 | | | | | | | | | | | | |
| 09/18/12 day | | 3:28:46 PM | :30 | \$350.00 | OFA-12- | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 5 | MWASH |
| 09/19/12 day | | 3:59:12 PM | :30 | \$350.00 | | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| 09/20/12 day | | 3:29:06 PM | :30 | \$350.00 | | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/21/12 day | | 3:29:06 PM | :30 | \$350.00 | | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 4 | MWASH |
| 09/24/12 day | | 3:59:12 PM | :30 | \$350.00 | | Let's Make a Deal | 3:00 PM-4:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | \$1,750.00 | 5 |
| Line: 28 | | | | | | | | | | | | |
| 09/18/12 day | | 4:20:06 PM | :30 | \$300.00 | OFA-12- | 4p Local 12 News at Fol | (4:00:00 PM-4:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 2 | MWASH |
| 09/19/12 day | | 4:13:26 PM | :30 | \$300.00 | | 4p Local 12 News at Fol | (4:00:00 PM-4:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 3 | MWASH |
| 09/20/12 day | | 4:06:06 PM | :30 | \$300.00 | | 4p Local 12 News at Fol | (4:00:00 PM-4:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 5 | MWASH |
| 09/21/12 day | | 4:06:06 PM | :30 | \$300.00 | | 4p Local 12 News at Fol | (4:00:00 PM-4:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 4 | MWASH |
| 09/24/12 day | | 4:27:36 PM | :30 | \$300.00 | | 4p Local 12 News at Fol | (4:00:00 PM-4:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| | | | | | | | | | | | \$1,500.00 | 5 |
| Line: 29 | | | | | | | | | | | | |
| 09/18/12 day | | 4:36:06 PM | :30 | \$300.00 | OFA-12- | 4p Local 12 News at Fol | (4:30:00 PM-5:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 3 | MWASH |
| 09/19/12 day | | 4:42:36 PM | :30 | \$300.00 | | 4p Local 12 News at Fol | (4:30:00 PM-5:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| 09/20/12 day | | 4:35:36 PM | :30 | \$300.00 | | 4p Local 12 News at Fol | (4:30:00 PM-5:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 2 | MWASH |
| 09/21/12 day | | 4:43:06 PM | :30 | \$300.00 | | 4p Local 12 News at Fol | (4:30:00 PM-5:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 5 | MWASH |
| 09/24/12 day | | 4:44:21 PM | :30 | \$300.00 | | 4p Local 12 News at Fol | (4:30:00 PM-5:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 4 | MWASH |
| | | | | | | | | | | | \$1,500.00 | 5 |
| Line: 30 | | | | | | | | | | | | |
| 09/18/12 day | | 5:20:27 PM | :30 | \$350.00 | OFA-12- | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| 09/19/12 day | | 5:27:40 PM | :30 | \$350.00 | | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 3 | MWASH |
| 09/20/12 day | | 5:27:55 PM | :30 | \$350.00 | | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 4 | MWASH |
| 09/21/12 day | | 5:03:58 PM | :30 | \$350.00 | | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 5 | MWASH |
| 09/24/12 day | | 5:20:02 PM | :30 | \$350.00 | | 5p Local 12 News at Fiv | (5:00:00 PM-5:30:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 2 | MWASH |
| | | | | | | | | | | | \$1,750.00 | 5 |
| Line: 31 | | | | | | | | | | | | |
| 09/18/12 day | | 5:57:51 PM | :30 | \$400.00 | OFA-12- | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 5 | MWASH |
| 09/19/12 day | | 5:48:48 PM | :30 | \$400.00 | | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 2 | MWASH |
| 09/20/12 day | | 5:49:53 PM | :30 | \$400.00 | | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 3 | MWASH |
| 09/21/12 day | | 5:43:07 PM | :30 | \$400.00 | | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 4 | MWASH |
| 09/24/12 day | | 5:43:37 PM | :30 | \$400.00 | | 5p Local 12 News at Fiv | (5:30:00 PM-6:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| | | | | | | | | | | | \$2,000.00 | 5 |
| Line: 32 | | | | | | | | | | | | |
| 09/18/12 day | | 6:12:38 PM | :30 | \$900.00 | OFA-12- | 6p Local 12 News at Six | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/19/12 day | | 6:28:11 PM | :30 | \$900.00 | | 6p Local 12 News at Six | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| 09/20/12 day | | 6:19:32 PM | :30 | \$900.00 | | 6p Local 12 News at Six | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 5 | MWASH |
| 09/21/12 day | | 5:56:36 PM | :30 | \$900.00 | | 6p Local 12 News at Six | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 4 | MWASH |
| 09/24/12 day | | 5:56:51 PM | :30 | \$900.00 | | 6p Local 12 News at Six | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



| Date | We | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|---------------------------------|-----|------------|--------|------------|---------|------------------------|------------------|---------------------------|------------|----------|--------|-------|
| Advertiser: Obama/D/President | | | | | | | | | | | | |
| Agency: Greer Margolis Mitchell | | | | | | | | | | | | |
| Station: WKRC-TV | | | | | | | | | | | | |
| Order: 50870 | | | | | | | | | | | | |
| Line: 32 | | | | | | | | | | | | |
| | | | | | | | | | | | 5 | |
| Line: 33 | | | | | | | | | | | | |
| 09/22/12 | day | | :30 | \$150.00 | | 6pm Local 12 News Sat | 6:00 PM-6:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 34 | | | | | | | | | | | | |
| 09/23/12 | day | | :30 | \$250.00 | | 630p Local 12 News Sur | 6:30 PM-7:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 35 | | | | | | | | | | | | |
| 09/18/12 | day | 7:22:14 PM | :30 | \$850.00 | OFA-12- | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 4 | MWASH |
| 09/19/12 | day | 7:10:57 PM | :30 | \$850.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 2 | MWASH |
| 09/20/12 | day | 7:03:56 PM | :30 | \$850.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 5 | MWASH |
| 09/21/12 | day | 7:10:42 PM | :30 | \$850.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| 09/24/12 | day | 7:28:04 PM | :30 | \$850.00 | | M-F 7p-730p | 7:00 PM-7:30 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 3 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 36 | | | | | | | | | | | | |
| 09/18/12 | day | 7:35:45 PM | :30 | \$400.00 | OFA-12- | M-F 730p-8p | 7:27 PM-8:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| 09/19/12 | day | 7:34:30 PM | :30 | \$400.00 | | M-F 730p-8p | 7:27 PM-8:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 4 | MWASH |
| 09/20/12 | day | 7:51:14 PM | :30 | \$400.00 | | M-F 730p-8p | 7:27 PM-8:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 2 | MWASH |
| 09/21/12 | day | 7:42:37 PM | :30 | \$400.00 | | M-F 730p-8p | 7:27 PM-8:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 5 | MWASH |
| 09/24/12 | day | 7:50:51 PM | :30 | \$400.00 | | M-F 730p-8p | 7:27 PM-8:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 3 | MWASH |
| | | | | | | | | | | | 5 | |
| Line: 37 | | | | | | | | | | | | |
| 09/22/12 | day | 7:49:15 PM | :30 | \$200.00 | | Sa Prime Access Rotato | 6:57 PM-7:57 PM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 38 | | | | | | | | | | | | |
| 09/18/12 | day | 8:19:07 PM | :30 | \$3,500.00 | OFA-12- | Tue Reg 1 | 8:00 PM-9:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 39 | | | | | | | | | | | | |
| 09/18/12 | day | 9:22:42 PM | :30 | \$1,500.00 | OFA-12- | Tue Reg 2 | 9:00 PM-10:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 40 | | | | | | | | | | | | |
| 09/19/12 | day | 8:58:56 PM | :30 | \$3,000.00 | | Wed Reg 1 | 8:00 PM-9:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 41 | | | | | | | | | | | | |
| 09/20/12 | day | 8:44:43 PM | :30 | \$1,600.00 | | Thu Reg 1 | 8:00 PM-9:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | 1 | MWASH |
| | | | | | | | | | | | 1 | |
| Line: 42 | | | | | | | | | | | | |
| 09/23/12 | day | 7:40:08 PM | :30 | \$1,400.00 | | Sun Reg 1 | 7:00 PM-8:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | 1 | MWASH |

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



| Date | We | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Description | Estimate # | Priority | Spot # | AE |
|------|----|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|
|------|----|----------|--------|------|-------|--------------------|-------------|---------------------------|------------|----------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50870

Line: 42

| | | | | | | | | | | | | |
|--|--|--|--|------------|--|--|--|--|--|--|---|--|
| | | | | \$1,400.00 | | | | | | | 1 | |
|--|--|--|--|------------|--|--|--|--|--|--|---|--|

Line: 43

| | | | | | | | | | | | | |
|--------------|-------------|-----|------------|-----------|-------------------|--------------------|---------|-----|--|--|---|-------|
| 09/23/12 day | 10:44:02 PM | :30 | \$1,600.00 | Sun Reg 4 | 10:00 PM-11:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | | | 1 | MWASH |
| | | | \$1,600.00 | | | | | | | | 1 | |

Line: 44

| | | | | | | | | | | | | |
|--------------|-------------|-----|------------|------------------------------|-------------------|--------------------|---------|-----|--|--|---|-------|
| 09/18/12 day | 11:05:19 PM | :30 | \$800.00 | OFA-12-11p M-F Local 12 News | 11:00 PM-11:35 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 1 | MWASH |
| 09/19/12 day | 11:11:51 PM | :30 | \$800.00 | 11p M-F Local 12 News | 11:00 PM-11:35 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 4 | MWASH |
| 09/20/12 day | 11:20:12 PM | :30 | \$800.00 | 11p M-F Local 12 News | 11:00 PM-11:35 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 3 | MWASH |
| 09/21/12 day | 11:19:22 PM | :30 | \$800.00 | 11p M-F Local 12 News | 11:00 PM-11:35 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 2 | MWASH |
| 09/24/12 day | 11:20:19 PM | :30 | \$800.00 | 11p M-F Local 12 News | 11:00 PM-11:35 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 5 | MWASH |
| | | | \$4,000.00 | | | | | | | | 5 | |

Line: 45

| | | | | | | | | | | | | |
|--------------|-------------|-----|----------|------------------------|-------------------|--------------------|---------|-----|--|--|---|-------|
| 09/22/12 day | 11:05:05 PM | :30 | \$800.00 | 11p M-Su Local 12 News | 11:00 PM-11:35 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 1 | MWASH |
| | | | \$800.00 | | | | | | | | 1 | |

Line: 46

| | | | | | | | | | | | | |
|--------------|-------------|-----|----------|------------------------|-------------------|--------------------|---------|-----|--|--|---|-------|
| 09/23/12 day | 11:33:10 PM | :30 | \$800.00 | 11p M-Su Local 12 News | 11:00 PM-11:35 PM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 1 | MWASH |
| | | | \$800.00 | | | | | | | | 1 | |

Line: 47

| | | | | | | | | | | | | |
|--------------|-------------|-----|------------|----------------------|-------------------|--------------------|---------|-----|--|--|---|-------|
| 09/18/12 day | 11:59:00 PM | :30 | \$250.00 | OFA-12-11p Letterman | 11:35 PM-12:35 XM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 4 | MWASH |
| 09/19/12 day | 11:59:30 PM | :30 | \$250.00 | Letterman | 11:35 PM-12:35 XM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 2 | MWASH |
| 09/20/12 day | 12:11:15 XM | :30 | \$250.00 | Letterman | 11:35 PM-12:35 XM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 5 | MWASH |
| 09/21/12 day | 12:25:00 XM | :30 | \$250.00 | Letterman | 11:35 PM-12:35 XM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 3 | MWASH |
| 09/24/12 day | 12:24:45 XM | :30 | \$250.00 | Letterman | 11:35 PM-12:35 XM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 1 | MWASH |
| | | | \$1,250.00 | | | | | | | | 5 | |

Line: 49

| | | | | | | | | | | | | |
|--------------|------------|-----|----------|----------------|------------------|--------------------|---------|-----|--|--|---|-------|
| 09/22/12 day | 1:03:40 XM | :30 | \$125.00 | Sat 1205a-105a | 12:05 AM-1:05 AM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 1 | MWASH |
| | | | \$125.00 | | | | | | | | 1 | |

Line: 50

| | | | | | | | | | | | | |
|--------------|-------------|-----|----------|-----------------|-------------------|--------------------|---------|-----|--|--|---|-------|
| 09/23/12 day | 11:56:31 PM | :30 | \$250.00 | Sun 1135p-1205a | 11:35 PM-12:05 XM | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 1 | MWASH |
| | | | \$250.00 | | | | | | | | 1 | |

Line: 52

| | | | | | | | | | | | | |
|--------------|------------|-----|----------|--------------|------------------|--------------------|---------|-----|--|--|---|-------|
| 09/22/12 day | 4:03:21 PM | :30 | \$350.00 | SEC Football | 12:00 PM-7:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-4 | | | 1 | MWASH |
| | | | \$350.00 | | | | | | | | 1 | |

Line: 53

| | | | | | | | | | | | | |
|--------------|-------------|-----|------------|-----------|------------------|--------------------|---------|-----|--|--|---|-------|
| 09/23/12 day | 11:58:56 AM | :30 | \$2,000.00 | NFL Today | 12:00 PM-1:00 PM | OBAMA 4 AMERICA *A | 1536 *a | P-2 | | | 1 | MWASH |
| | | | \$2,000.00 | | | | | | | | 1 | |

Line: 54

| | | | | | | | | | | | | |
|--------------|------------|-----|------------|-----------------------|-------------------------|--------------------|---------|-----|--|--|---|-------|
| 09/23/12 day | 1:35:14 PM | :30 | \$9,000.00 | Bengals vs Washington | (1:00:00 PM-4:00:00 PM) | OBAMA 4 AMERICA *A | 1536 *a | P-3 | | | 1 | MWASH |
|--------------|------------|-----|------------|-----------------------|-------------------------|--------------------|---------|-----|--|--|---|-------|

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/18/12-09/24/12



| Date | We | Air Time | Length | Rate | Ad-ID | Inv. Code (Booked) | Time Period | Order Product Descriptio | Estimate # | Priority | Spot # | AE |
|------|----|----------|--------|------|-------|--------------------|-------------|--------------------------|------------|----------|--------|----|
|------|----|----------|--------|------|-------|--------------------|-------------|--------------------------|------------|----------|--------|----|

Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50870

Line: 54

| | | | | | | | | | | | | |
|--|--|--|--|------------|--|--|--|--|--|--|---|--|
| | | | | \$9,000.00 | | | | | | | 1 | |
|--|--|--|--|------------|--|--|--|--|--|--|---|--|

Line: 55

| | | | | | | | | | | | | |
|--------------|------------|-----|------------|--------------------|---------------------|----------------------|---------|-----|--|--|---|-------|
| 09/23/12 day | 6:14:02 PM | :30 | \$2,400.00 | NFL Regular Season | (4:00:00 PM-7:00:00 | PIOBAMA 4 AMERICA *A | 1536 *a | P-4 | | | 1 | MWASH |
| | | | \$2,400.00 | | | | | | | | 1 | |

Line: 56

| | | | | | | | | | | | | |
|--------------|--|-----|-------------|------------------------------|--|--------------------|---------|-----|--|--|-----|-------|
| 09/22/12 day | | :30 | \$350.00 | Sa Prime Access Rotato 7p-8p | | OBAMA 4 AMERICA *A | 1536 *a | P-2 | | | 1 | MWASH |
| | | | \$350.00 | | | | | | | | 1 | |
| | | | \$71,915.00 | | | | | | | | 131 | |
| | | | \$71,915.00 | | | | | | | | 131 | |
| | | | \$71,915.00 | | | | | | | | 131 | |
| | | | \$71,915.00 | | | | | | | | 131 | |
| | | | \$71,915.00 | | | | | | | | 131 | |

[Filtered by:] [Sorted by: Station]